

Delegate Report – September 24, 2011

The Trustees and office staff at the General Service Office (G.S.O.) are busy following up on the actions from the 2011 General Service Conference.

Following is a synopsis of the minutes and reports from the July 29-August 1, 2011 General Service Board weekend as well as information received from various committees.

AA World Services, Inc.

Manager's Report

General Manager Phyllis H., offered special congratulations to Joe Moglia (non-alcoholic) in the Mail/Shipping Dept. who recently celebrated 45 years of service with G.S.O. He not only hits the high mark for longevity in the office but is the only current employee who was on staff with Bill W!

G.S.O.'s current computer servers are nearing the end of their useful lives. G.S.O. is preparing for a new hosting arrangement that will provide a more robust, scalable and highly reliable environment that will be more than capable of accommodating the upcoming online eBook initiatives.

The A.A. Regional Directories expected in mid-September have been received and are available for purchase.

Services

During the first 6 months of 2011, the G.S.O. welcomed 1,043 visitors

As I reported in July, A.A.W.S. recently requested an unauthorized source to stop posting **Daily Reflections** online without permission, and to refrain from emailing daily excerpts to subscribers because this infringed on the copyright of this book. They have complied. G.S.O. subsequently received over 800 emails and calls from users of this service protesting the A.A.W.S. action. A number of the emails indicated that GSO might post this book, and

provide the service received from the other web site. A.A.W.S. is considering this.

Publishing

➤ **Book Distribution**

For the first 6 months of 2011, A.A.W.S. distributed 904,368 pieces of A.A. literature; a 4.7% increase over the same period in 2010. Gross profit on literature was \$127,000 ahead of budget.

Non-AA literature purchases represented 18.7% of the total units sold compared to 15.4% in 2010. Non-AA purchasers include hospitals, treatment centers, correctional facilities, government agencies (e.g. V.A.s), and Hazelden.

➤ The **eBook project** is still on track to meet a November 2011 rollout deadline of the 4th edition Big Book, *Alcoholics Anonymous*, and the *Twelve Steps and Twelve Traditions*. These eBooks will be available for purchase on G.S.O.'s online store in English, French and Spanish for viewing by free App on your iPhone and iPad.

➤ The revised catalog of Conference Approved Literature and Other Service Material is available. For the first time, the catalog includes two pages of GV subscriptions, books and other items with information on ordering from the A.A. Grapevine

Trustees Finance and Budgetary Committee

- For the first six months of 2011, **contributions** from A.A. groups and members of \$2,985,250 were \$21,470 less than budgeted but \$20,900 greater than 2010.
- **Total Revenue** for the period was \$7,084,347 with total operating expenses equaling \$6,659,635 (4.5% less than budgeted) leaving a **net profit** for the period of \$424,712. This compares with a budgeted net profit of \$6,427.

- At June 30 the **Reserve Fund** had a balance of \$14,426,891. The Fund is currently earning approx. 1.5%, and represents approx 11 months of combined operating expenses which is in line with the desired number of months.
- The A.A.W.S. Board approved a mid-year **2011 budget adjustment** of \$40,000 for the conference approved Spanish TV PSA.
- The Trustees Finance Committee members were presented with an early sample of a **Finance Kit** prepared in response to the request from the 2011 Conference Finance Committee to review for the October Board meeting.
- The Trustees Finance Committee reviewed the request from the Conference Finance Committee to develop a **simple document of self-support/financial talking points** to be used by the Fellowship. An exhibit was presented as an example and further input was requested for the October Board meeting.

Grapevine Report to Finance Committee

Amy B., Grapevine Executive Editor/Publisher, gave a presentation to the Trustees Finance and Budgetary Committee which included discussions about engagement plans, the current Grapevine model, and reasons why alternative engagement models are necessary for the continued success of the Grapevine. Some of the features of engagement plans included consideration of items such as "Google Grants", and other ways of allowing people to find the Grapevine.org web page. It was pointed out during the presentation that several of the "engagement plan" items may be considered in conflict with our Traditions and will need input from the Conference.

Following discussion, the Trustees Finance committee **recommended** to the General Service Board that a study be undertaken soon that addresses the issue of **alignment and utilization of Social Networking/Media with the Steps, Traditions and Concepts of A.A.**

In light of the Grapevine Cash Oversight Subcommittee's written report projecting significant cash drawdowns from the Reserve Fund over the next 3 yrs unless basic changes are made to the Grapevine business model; the Trustees' Finance Committee "**recommended** that the Grapevine Corporate Board live within the approved 2011 budget for the remainder of the year and bring forth a balanced budget for 2012 at the January meeting"

GV Financial Report

For the 6 mos ended June 30, AA Grapevine Corp realized a net loss of \$22,563 in comparison to a budgeted net loss of \$157,718. Total A.A. Grapevine income, including interest on the reserve fund, was \$883,497 or \$1,706 behind budget. Total AA Grapevine expenses were \$906,060 or \$136,862 better than the budgeted amount of \$1,042,922.

Cash orders for subscription products in the first 6 mos. were \$156,000 better than expected. Sales of books and other items brought in \$38,000 less than projected.

LaViña Financial Report

In the first 6 mos of 2011, total magazine income is \$51,773 which is ahead of budget by \$5,402. Gross Profit on the magazine is \$26,738 or \$16,776 ahead of budget.

Grapevine Board Activity

- The board agreed to a **Grapevine Founders Day issue**, which would delay the annual July prison issue in 2012 by one month.
- The GV board invited a Social Networking/Media professional who is also an AA member to participate in a lunch meeting designed to enhance the board's awareness level of options available to protect privacy and anonymity in light of the recent decision to temporarily take down the social networking/media icons (Facebook and Twitter) present on the GV website.

Grapevine Product Highlights

- **2012 One Day at a Time Calendar** and pocket planner are now available.
- **PayPal** is now available as a payment option on the GV online store.
- Two new books: "**Step by Step**" and "**Emotional Sobriety II**" are now available
- **Grapevine Complete** – combines the Grapevine in print magazine and online subscriptions into one for \$49.97, a \$13.97 savings if purchased separately

Trustees Committee on Literature

The revised pamphlet *The A.A. Member – Medications and Other Drugs* is now available in hard copy and on the aa.org website.

The new pamphlet *A.A. for the Alcoholic with Special Needs* is now available.

201 stories are being reviewed for the proposed pamphlet which focuses on spirituality.

The trustees committee on Literature continues to review the booklet *Living Sober* with suggestions from the Conference Committee. A report or draft is to be presented at the October board meeting.

Trustees Committee on Public Information

Our own North East Regional Trustee, J. Gary L. has been appointed vice-chairperson of the Trustees Committee on Public Information.

The revised pamphlet, *Understanding Anonymity*, is now available.

Conference Agenda Committee

It is time to provide **suggestions for the theme, presentation and workshop topics for the 2013 General Service Conference** to be considered by the 2012 Conference Agenda Committee. We are asked for suggestions each year in August or September according to an additional consideration from the 2000 General Service Conference.

The theme, presentation and workshop topics for each General Service Conference are discussed by delegates during the week of the conference. These topics revolve around basic principles of A.A. and can spark thought-provoking discussion at Area and district meetings as well. Regions, areas and districts may incorporate discussion of these topics into workshops, meetings, pre-Conference assemblies, etc. This gives A.A. members involved in service the opportunity to participate and become more informed about A.A.

I have with me today a form that I would like each DCM to take back to your district to discuss at your next meeting. Please complete the form and return it to me next month with your suggestions. On the reverse of this form is a list of General Service Conference themes from 1966 through 2012.

I would also like to ask Regional Panel 4 which has the topic of "Agenda" to use this form as part of the discussion at their next meeting to come up with suggestions. I have until December 1 to compile the suggestions and send them to the Conference Agenda Committee.

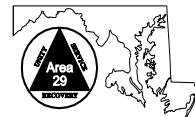


North East Region News

The North East Regional A.A. Service Assembly or **NERAASA 2012** will take place March 2-4, 2012 at the Crowne Plaza in Albany, NY. Flyers are now available. Room reservations can be made at any time. Event registrations can be made by mail now, or online beginning October 1, 2011 at www.neraasa.org.

Although not in the North East Region, check out the first *Southern States A.A. Service Assembly* or **SSAASA**. It will be held November 4 – 6, 2011. The room rate at the Fair Oaks Marriott in Fairfax, VA is \$79 per night. You can see me for a flyer.

Area 29



News

The Contributions Quarterly Report from the General Service Office as of June 30, 2011 was recently received and e-mailed to Area 29 DCMs.

The percentage of groups contributing to the GSO from Area 29 was:

<u>2011</u>	<u>2010</u>
26.33%	27.37%

I have a hard copy of this report with me. Each DCM may pick up the pages for their district if a copy was not received by e-mail.

Don't forget the **Fall Conference** is October 27 through 30 at **Hager Hall in Hagerstown**. You have until September 27 to reserve your room at the Conference rate of \$80; and you have until October 5 to register for meals and save \$2 on your registration.

Nancy B.
Panel 60, Area 29 Delegate
delegate@marylandaa.org